

51861 5835

# MESSAGE CONFIRMATION

DATE: 06/20/97 TIME: 13:56

ID: BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
06/20	13:55	00:49"	5185819001	G3-S	002	OK

**R. J. Reynolds**

Tobacco Company

*Upo Rich*  
*- Great J's*  
*of Hanks,*  
*Bill*

P. A. TANCHYK  
Account Manager15 Frier Tuck Way  
Saratoga Springs, N.Y. 12866  
(518) 581-0901

*RSM*  
*RBW*  
*ROM*  
*RMD*

*c/m: 6-20-97*

TO: KAMS,AMS,ROU

FROM: Rich Tanchyk

DATE: JUNE 20, 1997

SUBJECT: Winston No Bull Transition

Ladies and Gentlemen,

I am fully transitioned at the wholesale level in Vermont to NO BULL. The following is an action plan I have put in to place for one of my chains (Jolley-Short Stop).

We have prebooked all left over "current" styles of Winston from the wholesalers to 2 key locations. Additionally, all stores will be allowed to transfer any overstock to these sites. Product will be picked up by Jolley field supervisors.

At the sell off sites the "Blowout Sale" will feature display, advertising, and price. **Display**-cartons & packs prominently featured on permanent as well as temporary floor displays.

**Advertising**- Temporary signage inside and outside locations. Also a newspaper add will begin Week of June 24th (see attachment)

**Pricing**- regular retails are packs \$2.49 cartons \$18.99 **Sale prices packs \$1.39 cartons \$12.99.** RJR funding is \$4.00.

Let me know what you think as well as any programs you are working.

Sincerely,

Rich

51861 5836

JUN 19 '97 11:09 BD PRESS ST. ALBANS

P.1

Front Page  
Chittenden  
County  
Buyers Digest  
June 24th  
ABOVE THE  
FOLD

**WINSTON  
BLOWOUT!**  
**\$12.99**

**WINSTON ALL  
Winston  
Cartons!**

**MARLBORO**  
**\$14.99** CARTON

**COKE CANS**  
regular  
flavored  
**\$5.99** CASE

**PEPSI 800ML**  
12 BOTTLES  
**\$1.99** 6 PACK

**LABATT'S**  
16.9  
12 PACK  
CANS  
**\$3.99** 6 PACK

**MILLER LITE**  
CANS  
**\$5.99** 12 PACK

**DORITOS**  
**\$2.93** 9 OZ BAG

PRICES AND SPECIALS AVAILABLE ONLY AT:  
**MOBIL SHORT STOP**  
**NORTH AVENUE**  
1000 NORTH AVENUE  
ST. ALBANS, VT 05478  
CALL 1-800-235-2359 FOR MORE DETAILS

Hi Charlie -

I'll send  
an order by  
noon (Friday).

- Mike

ANCHYK

51861 5837